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A.C. Floyd

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*The Heart of the South*

# THE SOUTH TO-DAY

## MEMPHIS



FEBRUARY

10 CENTS

THE CENTER OF THE HEART OF  
THE MISSISSIPPI VALLEY

THE BRUCE PUBLIC SCHOOL BUILDING.



The foregoing is a picture of the Bruce Public School, located on the corner of Bellows Boulevard and Cary Avenue. It is one of the many new schools in Memphis, and is a specimen of the architectural beauty and excellence of our school buildings. Just a block away from this school is the new High School building which will be completed in the next six months at a cost of \$350,000. Besides this the city is putting another \$100,000 in grammar school buildings, and the city and county are building a normal college to cost \$300,000, and to be supported by the state.

WALL & BOWLING CO. MEMPHIS

# THE SOUTH TODAY

Published in the interests of Memphis, under contract with the Bureau of Publicity and Development of the Business Men's Club. A. C. Floyd, Editor and Publisher.

Vol. I

Memphis, Tenn., February, 1911

No. 7.

Made in Memphis—The smile that won't come off.

Co-operation has become a fixed habit in Memphis.

The best place in the world to get rid of a grouch—Memphis.

The worst place in the world for a knocker—Memphis.

Two classes of citizens are persons non grata in Memphis—the knocker and the fellow with a sore toe.

Made in Memphis, should be the "Open Sesame" to every manufacturer who is able to put this legend on his goods.

Memphis makes the money, and money makes the maw go, and auto to see that matter, hence the swift pace that Memphis sets the other Southern cities.

This is the South Today, preserving as a sacred memory the best tradition of the past, but in its real life absorbed in joys of the thrilling present and of the pregnant future.

Another \$300,000 fund insures the permanence and thorough success of the Tri-State Fair, the Fall Festival and the Bureau of Publicity and Development. Memphis always makes good in whatever she undertakes.

Memphis is no quitter. When she starts in to make a success of any public enterprise she stays with it until it accomplishes its purpose, no matter how long it takes to fight it out along the line determined.

Memphis sets the pace for the United States in co-operative, organized, systematic, intelligent and persistent city building. She is the cynosore of all eyes—the model everywhere in this respect, and this fact is, in itself, her greatest advertisement to the world.

Who was it that first invented the flagrant falsehood that the climate of the South was fatal to the energy of the white man? He would be instantly voted to membership in the Annemas club by any stranger that will spend a day in Memphis and watch the tremendous activity of our white population building a great city.

A tremendous amount of work, says the finance committee of our bureau, has been saved in having a general fund to draw from, and in many instances the results could not have been accomplished at all without the services of this bureau, because as regular organization disposed to undertake them would have existed, and special committees could not have been secured for the want of time.

The wholesale hardware houses of Memphis have been for weeks working overtime to fill such a flood of orders as they have never had before. One of these houses has put in twenty-four hours out of the twenty-four, shipping out goods to out-of-town merchants, working a night as well as a day force for that purpose. Nothing could better reflect the prosperity of the Memphis district.

During the first year of its life the Bureau of Publicity and Development has put Memphis on every map of the world, and added many new people to our population, and many dollars to the aggregate wealth of the community. Next year its results will be in geometric progression if properly supported. There should be no doubt about the support of the Memphis public.

One of the excellent features of the organization of the bureau is that each standing committee is made up of men especially qualified to do the particular work assigned to them. For instance, the press and advertising committee are especially familiar with the methods of attracting people to Memphis, and after the prospectors come, the industrial committee, made up largely of railroad men who know all about freight rates and similar matters, take the visitors in charge, show them around, and give them the most minute information they can ask for.

## LIVE, LIBERAL AND CHARMING MEMPHIS.

A prominent Memphis architect tells us that when Northern superintendents and mechanics come to this city and remain a few months, assisting in building and installing new manufacturing plants, they almost invariably fall in love with the city and want to remain as citizens. He is of the opinion that if some plan could be devised by which enough such men could be brought here and kept here until the charm of the city has time to work, we should soon have a great colony of desirable artisans.

We have so many advantages that it is difficult to say which is most potent in this magnetic effect, but doubtless the most powerful factor is the broad-gauge, whole-souled character of our people themselves.

There is no place in the world where a desirable citizen is welcomed more warmly, or the helping hand extended more readily. And it is done purely on merit and not from any spirit of classiness. The question is not what were you, but what are you. The population is made up in overwhelming proportion of people who have come here from other places. A very small fraction of the adult population was born in Memphis. All the states of the union and nearly every country of the globe is represented. The great river and the north and south lines of railroad have brought us in close contact with the citizenry of the Middle Western States of the North, and hence a great part of our population, of late years especially, has been drawn from those states.

The predominant Southern element here the broad gauge ideas of the big planter stock. There is nothing small in the ideas of this class. They have always made money and spent money freely.

They are people who travel and know the world. They are well educated and liberal in their ideas. There is less snobishness in Memphis than any place in America of equal importance. The people are cosmopolitan and tolerant in every way. A man's religion or politics cuts little figure. Whatever sectional prejudice may have existed in the dark days of the war and reconstruction has entirely vanished.

Memphis lives in the present and for the future. Her people are thoroughly abreast of all that is most progressive in this the most progressive age of the world.

This is reflected in a thousand ways. The first and most conspicuous instance is seen in her commission form of government. She was the first city in the country to adopt this form of government. We give this merely as an illustration of the up-to-

date spirit of our people. We could enumerate ad infinitum to prove the general assertion, but it is not appropriate to do so here.

It is not wonderful when those facts are taken into consideration that newcomers become infatuated with Memphis.

Live people naturally want to live in a live town. The liver they are the more they like to live in Memphis.

## CO-OPERATION BECOMES MEMPHIS HABIT.

It has been practically agreed that another \$300,000 fund will be raised by the Business Men's Club for all general municipal purposes of publicity and development for the next year.

This fund will take care of the Tri-State Fair, so far as it needs public aid, the Fall Festival and the Publicity and Development Bureau proper.

The last mentioned is now so well organized and has already acquired such momentum that it will not need so much for its own purposes, strictly, as it did last year. The fair and festival will be held at the same time and are the complements of each other. Both of them are supplementary of the Bureau.

All three of them were set in motion by the Business Men's Club, and the club is back of all of them. They will all co-operate for the advertisement and the building up of Memphis, and all of them will make good. The club is determined not to abandon any of its children. It will maintain them until they have reached their full and complete development. All that is necessary for that purpose is co-operative effort, persisted in steadily and with thorough organization and system, year in and year out. In this respect Memphis is setting an example for all American cities. She is in advance of any of them along lines of municipal organization and co-operation, and is taken as the model everywhere. The eyes of the whole world are on us, and we are looked on everywhere with the most favorable interest.

Working out the system which we have put into operation, therefore, we get double benefit; we get a world-wide advertisement in the very improvements which we are making as well as in the direct results which are coming to us as the result of our efforts.

It is no small thing for any city to set the pace and become the cynosure of all cities in municipal co-operation and exploitation.

And the beauty of it all is that by raising the one fund from a thousand or more subscribers once a year we are getting all this benefit for far less money and with infinitely less annoyance than ever before.

## CHANGE IN EDUCATIONAL METHODS.

The teaching of agriculture in our country schools and of the industrial arts in our city schools marks a new and hopeful era in the progress of Southern education.

What we need above all things is an army of scientific farmers and skilled mechanics who can turn our matchless natural resources into merchantable products. We already have an over supply of lawyers and doctors and other professional men.

We want less Greek and Latin and higher mathematics in our public schools, and more bread and better knowledge.

Bellesleites butter so parsnips with the possessor of a little learning. A good trade is likely to be far more valuable to its possessor and to the community at large.

As a matter of fact, it is very questionable whether the taxpayers are under any moral obligation to provide, at their expense, for the purely artistic training of people without reference to its value to the public in a practical way. Indeed, very few pupils take advantage of the higher grades in which the more abstruse studies are taught, and therefore the per capita cost of maintaining these grades is enormously out of proportion to that of the lower grades.

If, on the other hand, the course in these grades was devoted to the training of scientific farmers and skilled mechanics and mechanical engineers they would probably draw as large an attendance as any of the more elementary grades. Those who wanted and were competent to take collegiate courses and put on the literary frills of an education would and could provide the same for themselves just as they should do.

The South has run too much to oratory and the ornamental in her schools. The consequence is that we have had a dearth of trained practical experts.

A hundred factories would have been in operation in this section to where we now have one, if we had had native mechanics and mechanical engineers to put them into operation and conduct them successfully.

When local capitalists are compelled to send to distant cities and engage the services of strangers to operate manufacturing concerns, they are loath to put their money into such enterprises. It would be different if they could secure at home engineers, managers and superintendents whom they knew to be honest and competent, and they would be doubly willing to invest their money, if, in addition to the head men, they could secure a good supply of skilled working men as operatives.

The industrial departments of our public schools would not, of course, turn out master mechanics but would teach the rudiments of the trades and give the students such an impetus that in nearly every

case they would go on and perfect themselves by actual practice.

The markets for the products of the factories that would be the result of the industrial school work would be immensely extended if our farmers were thoroughly educated along scientific lines. If our farmers, as a body, were thus educated our agricultural products would be increased many times over in volume and in value. The result would be that they would have a great deal more money to buy the goods manufactured by the trained mechanics and engineers turned out by the city schools.

Every pound of cotton and cottonseed, every stick of lumber, for instance, in the Memphis district, would be manufactured into some finished product before it left this section, and we should become the richest agricultural and manufacturing center in the United States.

Fortunately our people are beginning to awaken to a realization of this fact, and our schools are making up their curriculums accordingly. Agriculture is being taught in our rural schools. An agricultural college is in operation in Shelby county and such colleges are being established in many parts of the South. The work of these schools is being supplemented and extended by experts sent out by the agricultural department at Washington. Demonstration farms and boys' corn clubs are stirring up a remarkable spirit of improvement in nearly every rural district of the South.

The city schools are adding industrial departments. The new \$350,000 high school, which Memphis is now building, will make the industrial department its chief feature.

In a few years we shall begin to harvest the crop of experts that we need to utilize our boundless supply of raw materials. In the meantime we must look mainly to the North for the men that we need for this purpose. Now is their best opportunity to come in and get started on the most advantageous terms to them.

## BIG RICE LAND DEAL.

A rice land deal involving \$500,000 was recently consummated, when for that amount Col. L. F. Peters, D. S. Rice and W. A. Johnson purchased 7,000 acres of fine rice land in Arkansas county, Ark.

It is the announced purpose of the new owners of the property to immediately equip it with a \$35,000 pumping station, to be located north of the tract on Cologne bay, a strip of water tributary to White river. In addition to supplying irrigation to the tract purchased yesterday it is the plan of those interested to supply irrigation to other rice growers of that section of Arkansas.



## REPORT OF THE PARK COMMISSION.

The Memphis Park Commission has recently issued a very handsome booklet setting forth in most attractive form the fullest information concerning the parks of this city.

The following table shows the estimated value of the parks:

Forest Park, 10 acres.....	\$ 100,000.00
Confederate Park, 5 acres.....	300,000.00
Gaston Park, 5 acres.....	50,000.00
Brinkley Square (Market Square)	
1 acre.....	50,000.00
Auction Square, 1-2 acres.....	10,000.00
Bickford Park, 1-2 acres.....	15,000.00
Chickasaw Park.....	300,000.00
Astor Park, 2 acres.....	20,000.00
Overton Park, 335 acres.....	1,000,000.00
Riverside Park, 487 acres.....	1,000,000.00
Court Square.....	1,000,000.00
Parkway.....	900,000.00
Buildings.....	100,000.00
Live stock, etc.....	7,300.56
Zoo animals.....	17,102.00
Engineering department.....	2,000.00
Park furniture.....	6,000.00
Tools, lawn mowers, water carts, steam rollers, etc.....	10,000.00
Trees, plants, etc., in stock.....	35,835.00
Office furniture, adding machine, typewriter, safe, etc.....	1,000.00
Total.....	\$4,203,546.56

Some of these parks were purchased a long while ago, but the most of the land comprised in them was bought eight or ten years ago at a fraction of their present value.

There are nearly 1,200 acres in these pleasure grounds, and about 24 miles of parkways, the whole forming a grand connected system.

One of the greatest features of the parks is the Memphis Zoo. The report shows that on Nov. 1, 1910, there were 511 specimens, not including 2,000 gold fish and 300 pigeons, covering eighty-four different kinds of animals, birds, etc. The total value of the collection at that time was \$235,385.95. This is in marked contrast to the zoo of a few years ago, when Old Natch, the bear, since poisoned, was not only the "daddy of the zoo," but was the zoo itself. Since the report was compiled a number of additions have been made to the collection through the efforts of the Memphis Zoological Society, recently organized.

The report is profusely illustrated with fine half tone engravings and is a thing of beauty. The Commission and the Publicity Bureau have a number of these reports for free distribution, and all who are interested can secure one.

There is nothing finer anywhere.

Memphis is not too far north to receive the modifying influence of the Gulf and not too far south to get a little taste of the Northern winters, with their invigorating effect. This is one reason why the Memphis people have all that is best, both of the North and the South.

## HOW NEW ORLEANS MAY RECOUP.

New Orleans and Louisiana were prepared to spend \$5,000,000 on the Panama Canal Exposition. The Exposition was nothing more nor less than a big advertising scheme to boost the city and state.

They lost the exposition, but they could take one-tenth part of \$5,000,000 and get more advertisement and more benefit generally than would have resulted from the exposition.

One-tenth of \$5,000,000 is \$800,000. With half that much money a good advertising and press agent could make the advantages of that city and section as familiar in every household in this country as the gold of Alaska, or the climate of Italy.

With the other half, funds could be provided for an organized effort which would lead to the deep waterway from the lakes to the gulf, the completion and perfection of the entire levee system from Cairo to the gulf, the thorough drainage of 25,000,000 acres of wet lands in deltas of the great river, and to the thorough preparation of the Crescent City to handle properly the great volume of traffic that will concentrate there when the canal shall be open for the passage of ships.

Memphis and the other cities of the lower Mississippi valley are almost as vitally concerned in carrying out these objects as New Orleans. Indeed, the interests of the entire valley from the mouth of the Ohio to the mouth of the Mississippi, are practically identical. The loss of the exposition to New Orleans affected Memphis and other places in this stretch of territory nearly as injuriously as our big Southern neighbor.

All of them are equally interested in a general movement to accomplish for this region even more than the exposition would have done.

All of them will be directly and immensely benefited by deep river navigation, thoroughly protected and well drained land, and a great campaign of publicity which will make the matchless resources of this section fully known to all the world. New Orleans should take the lead in raising a fund for these purposes, and Memphis, Vicksburg, Natchez, Cairo and smaller towns on or near the river should join in with her.

With a fund of this kind and a thorough organization, working systematically, intelligently and persistently, congress could be forced to do a number of things for this section that it should have done long ago, but which it has failed to do because of the lack of powerful enough pressure.

First it could be forced to provide for the general drainage, then to begin the reversion and dredging of the river, and afterwards to take other steps that the people of this territory have long justly but vainly besought the national government to carry out.

We have been discriminated against most atrociously. While we have sought without avail to get

an appropriation of \$600,000 for a drainage survey leading to the reclamation of millions of acres of land richer than the valley of the Nile, Congress has appropriated more than \$100,000,500 to reclaim the deserts of the West.

While we have been unable to get anything like an adequate amount for the improvement of the greatest river of the world, the same legislative body has, even during the present session, voted to the Ohio river a mere tributary, \$53,000,000 for improvement.

The Ohio appropriation could never have been secured except by the kind of work that we are now urging. It is the culmination of the work of a determined body of men, backed by ample funds, who have worked on the project for nearly twenty years.

The people of the lower Mississippi valley will never get what they want except by imitating the example of the Ohio river workers.

Our efforts so far have been too unsystematic and desultory, and ineffective. We have not had sufficient funds or a sufficiently aroused public sentiment. If we are to succeed we must all get together and organize a movement that will overwhelm Washington at once, or we must prod congress so persistently and in such multifarious ways that it will be compelled to act in order to secure success from our insistence.

Now is a most opportune time for New Orleans to start such a movement. Her people are particularly anxious to do something to offset the effect of the loss of the exposition, and, therefore, will be more ready to respond to an appeal of her public-spirited leaders to begin a movement of the kind here suggested.

Congress ought to feel ashamed of itself for disregarding the logical exposition point on account of financial and political pressure. It ought to be anxious to make up to New Orleans in some other way for the cold deal given her in the matter of the exposition.

From every standpoint of view, therefore, it would seem that this is the time of all times for New Orleans and the lower Mississippi valley country in general to initiate this great movement in their common interest.

If it was easy to raise \$5,000,000 for one big advertisement, surely it ought not to be a matter of insuperable difficulty to raise one-tenth of that amount for an undertaking that will do ten times as much good in exploiting the resources of the lower valley of the Mississippi.

Memphis is one of a half dozen places on the Mississippi river from Cairo to the Gulf, where there is enough well situated high land to make an ideal spot for a great city, and Memphis is the best of all these sites; hence her primacy. The lead she has will be increased as the years go on. There is not another place in the South comparable to Memphis in point of location.

A Cotton Picking Scene.



## TESTIMONY OF A NORTHERN MAN.

## What He Says of the Actualities and Possibilities of the Delta Lands.

Here is a striking illustration of the way the people of this city and section have been missing the great opportunities lying right at their doors, and have allowed Northern people to get the start of them. The extract given below is from a speech delivered in the fall of 1909 before the St. Francis Valley Farmers' Institute by Mr. Thos. M. Kilbride, of Springfield, Illinois. The lands to which he refers lie right across the Mississippi river from Memphis. He said in part:

A Southern friend, who laughed at me for buying at \$4.00 per acre, had to enlist my aid in securing 2,000 acres that a Northern man had picked up, and he paid \$10.50 per acre. The next time he said, "What fools we were to let you all come down here and pick up our good lands, and now we have to buy them back at your prices." There was a laugh coming to me then.

That is the story exactly. When we started in there seven years ago there were no Southern buyers. Now the strongest competitors we have are Southern men. Why? Because they realize that this land well cultivated is good for a bale of cotton per acre, and the other day when I was in Forest City I saw cotton selling for sixteen cents a pound, or \$80.00 per bale. Just think of \$80.00 being taken from one acre of ground! I saw two negroes, two mules and a common wagon; the load was six bales of cotton, and that load was worth nearly \$200.00.

What has made that country? First, the overflow of the Mississippi for countless centuries which left its rich deposit of silt annually until there is a soil there unsurpassed for fertility by any land on the continent or in the world, and now when the old river has completed its work a great levee has been

built from up in Missouri to the mouth of the St. Francis river, saying to the Father of Waters: so far, but no farther. The person who wishes to improve the land may do so with assurance that his stock will not be put in peril by the annual overflow.

With security to person and stock, the people have found that cotton is not the only crop, that corn, potatoes, timothy, clover and alfalfa make bumper crops, and, best of all, for absentee landlords, the rent is cash, so he gets every cent of his rent every year. I have found out in some other states where land is rented on the shares that the tenant feels it his absolute duty to take all of his share and as much of the landlord's as he can get away with.

The rate that we get our rent, and in cold cash, at the rate of \$3.50 and \$4.00 per acre is a conclusive argument in favor of an investment in the St. Francis Basin.

Two men in Memphis bought a section of land joining my place this summer, paying \$10,000.00 for it. I got it four years ago for just \$5,000.00. In thirty days after they bought it they had the trees and underbrush cut on 820 acres, at a cost of \$4.50 per acre. Next year they will have 320 acres in cultivation. In about two years they can rent it for \$1,600.00 per year. They will not let it go for that amount, because they are to have their own store or commissary, rent it out on shares, and every acre will bring them \$10.00 rent every year.

When is the time to buy there? The prices will never be lower than they are now, so a word to the wise is sufficient. When I started down there seven years ago, every section in a township was for sale. Now you have to do some hustling to find a single section for sale. The population of the United States will double in a very few years, the area of cotton land can not double. The supply this year is 3,000,000 bales below the normal demand. Cotton land is as good as gold. The conclusion is: Buy cotton land for a sure and safe investment.

## MADE IN MEMPHIS GOODS.

## Some of the Concerns That Are Prospering Here and Command Home Patronage.

Aggregates of the "made in Memphis" concerns here are merely a few illustrative facts gathered in a conversation with one of our local merchants: The American Fork and Hoe Company, which manufactures more hand implements than any concern in the world, and whose largest factory is in South Memphis, sold one concern here last year 7,000 dozen handled hoes, forks and rakes.

Hartzell Handle Company, the largest and best ax handle factory known, exporting their handles from Memphis to all parts of the world. A customer happened to be in their factory a few days ago when they were loading several cars for export. The Hartzell Handle Company is supplying the American Ax and Tool Company of Glaspier, Pa., Kelly Ax Manufacturing Company, Charleston, W. Va., and Fayette H. Plume, Inc., Philadelphia, Pa., practically all of the ax, hatchet and hammer handles they use in putting up their tools for the market.

Some of the other great manufacturing concerns that are supplying the home market and the outside world are: Couch Bros. Manufacturing Company, manufacturing cotton collars, cotton back bands, collar pads.

Wabash Screen Door Company, manufacturing screen doors and windows, wood lined and paper lined stove boards.

National Washboard Company, manufacturing a full line of wash boards. The National Washboard Company is a branch of the Wabash Screen Door Company.

Dugger & Goshorn, full line of rough and finished plow handles and plow stocks.

American Fork and Hoe Company, manufacture not only handles, hoes, forks and rakes, but grain cradles and snaths. The largest and most complete line of any manufactured in this country.

National Handle Company, farming tool handles, all kinds.

Allen Engineering Company, cast washers.

Hawk Saddlery Company, high grade leather goods, buggy harness, saddles and leather strap goods of all kinds.

Perfect Screen Hanger Company, manufacturing hangers for screen windows.

Besides the above mentioned, the American Steel and Wire Company has one of its largest distributing depots in this city, distributing nails, wire, fencing and poultry netting.

Pittsburg Steel Company of Pittsburg, Pa., distributing same as American Steel and Wire Company.

These are only a few of the largest manufacturing concerns of Memphis in certain lines, but to illustrate what



F. N. FISHER.  
Chairman Industrial Traffic and Transportation Committee.

is being done here and how our people can patronize made in Memphis goods with profit to themselves and their community; all these concerns are prospering and expanding. They ought to be patronized by home people to the utmost extent possible, and they should be advertised by every Memphian wherever he leaves home. We need hundreds more like them.

## METHODIST HOSPITAL TO BE ERECTED.

The Methodists will erect a hospital here to cost a quarter of a million dollars. This decision was reached yesterday morning at 9:30 o'clock at a meeting of the hospital trustees held at the First Methodist church. Officers were elected, a board of directors appointed, committees selected and empowered with authority to begin at once the campaign and urged to push to a rapid termination the accumulation of funds and erection of the building, which will be one of the finest in the South.

Memphis is about midway between Richmond, Va., and San Antonio, Tex., and about equidistant between Kansas City, Mo., and Jacksonville, Fla. In other words Memphis is the geographical center of the South. This is one reason why Memphis is the gate city of the South and Southwest, and the greatest distributing center for the South and Southwest.

## THE ANNUAL REPORT OF THE BUREAU.

At a meeting of the Bureau of Publicity and Development of the Business Men's Club on February the 14th, each of the five standing committees made a detailed report of its work to the chairman of the Bureau, and he in turn submitted these reports, with a prefatory report of his own, to the Business Men's Club.

We give Chairman LeMaster's report here in full, and publish at other places in this magazine certain especially pertinent and significant extracts from the committee reports. Space does not permit us to give all the reports here in full. They were published verbatim in the Memphis Commercial Appeal and News-Scimitar.

Mr. LeMaster's report in itself, however, shows how thoroughly the Bureau is organized, and how systematically, intelligently and effectively its work has been done. Every man of the committee has made a personal sacrifice to do this work for the public, but we believe their work is appreciated by the people of Memphis, and that it will be continued.

It is conceded all over the country to be the best plan of co-operative work for the promotion of community interests yet devised:

Feb. 14th, 1911.

To the President and Board of Directors,  
Business Men's Club, Memphis, Tenn.

Gentlemen—Your Bureau of Publicity and Development comes now with full reports from its Standing Committees, to-wit:

Finance; Advertising and Press; Industrial; Traffic and Transportation; Commercial, Wholesale and Retail; Convention; Executive.

Report of the Finance Committee shows that the response of the people of Memphis to the Bureau's call for funds was generous, the sum subscribed being \$31,719.25, and the amount already collected on these subscriptions \$45,514.00, is the best evidence of the integrity of the support of this movement.

The report of the Advertising and Press Committee has outlined its work and pointed to results, and it should be understood that the first dependence of the Bureau was on this committee. The originality of the plan and boldness of conception secured results in municipal advertising that not only taxed the ability of the Bureau to take proper care of the correspondence that resulted, but brought the advertising managers of several magazines to Memphis to see how the "follow up" work was being handled.

This committee's booklet, called "Factory Facts and Figures," is perhaps the most original and valuable advertisement produced. The industrial maps and freight tables prepared and furnished by the Memphis Freight Bureau and incorporated in this booklet, have given it a value that would be impossible to estimate.

"The South Today," published by the chairman of this committee, is sent each month to subscribers of

the Publicity Fund and also sent as "follow up" literature with marked success. Only with a medium of this kind could we keep up-to-date information before the public.

The report of the Industrial, Traffic and Transportation Committee sets out in detail the methods and the results obtained by that committee, and a careful reading of the report will give a fair conception of the ability, the determination and effectiveness of its members.

This committee since its appointment has assembled every Monday at noon; has canvassed the great mass of letters of inquiry; has had two of its members confer daily with the manager; answered inquiries and produced information from private sources as to the standing of applicants, and altogether developed a superb business organization. The work of the Bureau's manager in the field is under the direction of this committee and the "follow up" correspondence is under its guidance.

The Commercial Committee modestly outlines its efforts, but the work done by it has been productive or valuable results, not the least of which is the assistance rendered to our Tri-State Fair through the distribution of tickets and invitations to out-of-town merchants. These invitations brought many of our neighbors to Memphis and made us feel that our courtesies were appreciated.

The Convention Committee had a small appropriation (\$3,000.00) and expended only two-thirds of that amount; yet a glance at its report shows judicious and effective selections.

The large and important conventions choose their next meeting places at least one year prior to date of assembly. Therefore, this committee was too late in the field to secure any of these dates—so that the value of its labor is now more apparent to the Bureau than to the public.

The Executive Committee makes no report because its members are chairmen of the several committees. Its function is to review the work and pass upon the plans of all the committees of the Bureau, and to execute orders of the Bureau, making its report at each meeting of the Bureau.

In addition to its standing committees, the Bureau from time to time has sent special committees to other cities for various purposes. For instance—when a large industry is reported as contemplating a change of location, or the establishment of a branch, we have selected such citizens (often not members of the Bureau) as would be most effective and had them present the advantages of Memphis. In every case success has demonstrated the wisdom of such special committees.

The enthusiasm and concentration of the manager of the Bureau; his well organized office and capable assistants, is not only the cause of satisfaction to the officers of the Bureau, but makes most excellent impression on many strangers and visitors who come to the city and to the Bureau for information.

To the Memphis Freight Bureau we are greatly

indebted for the most effective information that was secured for this campaign, and the value of that institution to the city should not be overlooked. The increasing number of institutions that we can reasonably expect to bring to Memphis will surely all require the service and the information that Commissioner Devant must supply, and we hope to see overlaid him that he will be compelled to increase his clerical force.



The Bureau of Publicity and Development is composed of business men—not capitalists, but men of large affairs; men interested in Memphis; who believe in Memphis and want to see Memphis prosper. They are giving their time and their talents freely. They know that the work done by them has been well done. A good beginning has been made and if the work is not continued, the people that might be brought to Memphis will go elsewhere. Natural advantages count for nothing unless backed by money, co-operation and municipal aggressiveness. If we fail to co-ordinate these, our 1920 census will again be a disappointment, and our successful rivals will say, "What a fine start; what a poor finish."

Two important results secured by this Publicity Campaign should gratify you:

First—The faithful and intelligent performance of the labor assigned each and every member of this Bureau; the entire absence of factional contentions, and the close attention of the entire body to the appropriation and expenditure of funds.

Second—The readiness of citizens, not members of the Bureau, or the Business Men's Club, to respond to its call for counsel, for service and for the fund that advertised Memphis. The raising of this fund evidenced the dawn of a new era, the birth of a new spirit, and was hailed at home and abroad as the beginning of better days for our city.

Respectfully submitted,

E. B. LEMASTER.

Chairman Bureau of Publicity and Development  
Business Men's Club.

## GREAT EXPENSE SAVED IN SYSTEMATIC HANDLING OF CONVENTIONS.

The report of the Conventions Committee of the Publicity and Development Bureau concludes with the following paragraph:

"Your committee feels that for the money expended by it excellent results have been obtained in the securing of high-class conventions for Memphis.

The committee has had numerous requests to make appropriations for other conventions, which requests were duly considered, and if the benefits to be derived were not commensurate with the expense to be incurred, or the chances of securing the convention remote, they declined to make any appropriation. Your committee feels that not only has its work been of great benefit to the city in securing conventions and from the advertising through its delegations sent to different points, but that the business community

it has saved much annoyance by different committees applying for small contributions on account of proposed conventions, this having been the method by which such matters were handled prior to the establishment of this bureau."

The committee might have also added that the people of Memphis have not only been saved immense money, but immense expense by having one convention fund instead of a score of them raised separately, as has heretofore been the case.

Think of being able to take care of ten conventions, even though most of them were small, for \$1,908. If it had not been for the care exercised in inviting the right kind of conventions and in handling those that were invited, the expense would probably have been ten times as great, and the results not so large.

## RAILROAD FROM PENSACOLA TO MEMPHIS.

Ray C. Morgenthal & Co., of New York, will secure a franchise from the city of Pensacola, Fla., for trackage and terminals and will construct a line of railroad to Jasper, Ala., and thence to Memphis; ordinance presented by the committee and approved by city council of Pensacola provides that work commence in 60 days.



## Mammoth Building to be Erected

For the Wholesale Dry Goods House of The Wm. R. Moore Co.

When for certain reasons personal to the owners of the business, and not because of any untoward trade conditions in the Memphis district, a great wholesale dry goods house of this city went into liquidation last year, a great many ill-informed and pessimistic people jumped to the conclusion that Memphis was declining as a wholesale market.

How utterly mistaken they were is now demonstrated by the fact that Wm. R. Moore, the largest competitor of the liquidated firm, will this year do

more business than was heretofore done by both houses. And if there were any doubt about this statement it is proved by the fact that the Wm. R. Moore Co. is preparing to build a great warehouse with more space than both old concerns combined.

No doubt as Wm. R. Moore doubles its business, smaller houses also in the same line will make an increase in their trade, and the result is that Memphis is going forward in wholesale lines just as she is doing in all others.

As a matter of fact there never has been a season when the jobbing houses in every line were so busy or so prosperous.

### The New Building.

The present home of Wm. R. Moore, which has now proved entirely inadequate, was the largest wholesale building in the city, but the new house of Moore will almost double the floor space of the largest other building ever occupied by any Memphis house, and will make it the very largest dry goods house in the entire South, from Virginia to Texas, and the second largest south of Chicago.

The new building will occupy the entire space covered by Nos. 179-81-83-85-87-89-91-93 Monroe avenue and Nos. 40-42-44-46-48-50-52-54 South Third street. The ground area will be over 22,000 square feet, making on its nine floors a total area of 198,000 square feet. In round numbers therefore, the new building has 200,000 square feet, or a total of acres enough to make a small farm.

It is located at the southeast corner of Monroe avenue and Third street, right in the heart of the city, only two squares from the new Exchange building, two squares from the Peabody hotel, and three squares from Court Square. Two lines of street cars pass the door going directly to the Union Station, and every city facility is available for the transaction of business or the enjoyment of leisure.

The new house will be eight stories and basement, built according to the highest standard of mill con-

struction, capable of any load that may be put on it. The exterior finish will be of ornamental face brick and terra cotta. The building will be equipped with steam heat, modern freight and passenger elevators of the latest improved electric pattern, and every modern convenience for the proper handling of business or for the comfort of employees and customers. Two streets and two alleys give natural light on all sides.

### A TOAST.

Here's to the City of Memphis.  
Here's to the river long and wide,  
That washes the shore on the western side,  
Of the City of Memphis.

Here's to the Louis that ride the tide  
Of the river long and wide,  
That washes the shore on the western side,  
Of the City of Memphis.

Here's to the cotton, the South's great pride,  
That's piled in bales on every side,  
Brought by the boats that ride the tide  
Of the river long and wide,  
That washes the shore on the western side,  
Of the City of Memphis.

Here's to PROSPERITY, may she ever abide,  
And bring in her wake other wealth to divide  
Shore with cotton, the South's great pride,  
That's piled in bales on every side,  
Brought by the boats that ride the tide  
Of the river long and wide,  
That washes the shore on the western side,  
Of the City of Memphis.

LILLIAN GILFILLAN.





Cossitt Library



## What Cossitt Library is Doing for the People of Memphis.

Cossitt Library is supported by taxation, and its use is free to everyone. On its shelves are some 60,000 volumes, dating from 1490 to the most recent work on aeroplanes just from the press. Every conceivable subject is represented in those volumes, unless it be the latest invention or the latest thought on some subject; and these are represented in the several hundred periodicals and newspapers on file in the reading rooms.

On the second floor is the museum, containing one of the finest collections of Mound Builders' relics in existence, together with hundreds of other specimens and curios of all sorts and from all parts of the world.

The original building, which was opened in 1893, was given to the people of Memphis by three New York ladies as a memorial to their father, who at one time was a business man of Memphis. It was probably the first free public library supported by

taxation in the South. Large additions were made several years ago to meet the demands of the growing city.

Thirty thousand or more people visit this library every month. In January 30,000 volumes were loaned for home use. At times there are over 100 people in the building. These people represent all stations of life, and their wants vary greatly. One will request the writings of some ancient philosopher; another the latest work on advertising, and so on down to the picture books for children who are not yet able to read.

The work is well organized, but the rules are few and simple. Red tape is tabooed, so there is nothing to keep the books from the people of Memphis, to whom they belong. Cards are posted telling visitors to ask questions freely and to make their wants known.

At the issue desk the work of keeping record of

books loaned is so simple that the public is not often kept waiting. Those who request a particular book receive it at the earliest possible moment. The open shelves provide a collection of several thousand volumes on all subjects, for those who wish to select their reading, or those who wish to browse.

Those desiring literature on a particular subject come to the reference desk. Here requests are received for literature on every imaginable subject, from a work on the excavating of some ancient city, to a request for information on poultry disease, or for a design for a stencil pattern. This desk also serves as a general bureau of information. Questions of all kinds are answered, if the answer can be found in print. Frequently the question is asked and answered over the telephone.

Adjoining the reference desk is the reference room, where all of the leading encyclopedias in English, French and German are shelved, besides dictionaries of all kinds and reference works on hundreds of subjects, open for all to come and go as they wish.

In the young folks' section will be found whole some books to suit all tastes, for the children are the library's best pupils. With the best books before them they are learning the value of books—they are learning how good it is to know something of the best things men have thought and said and done in this world.

Through the public schools of the city the library is doing some of its best work. The teacher borrows small collections of books, which are placed in the class rooms. These books may illustrate the child's lesson, or they may be simply good literature. With the teacher's knowledge of each child's needs she has the opportunity of placing the right books into the right hands. The library also supplies many hundreds of volumes of standard literature, in sets of ten or twelve copies each, which are used by the pupils for supplementary reading, which tends to make the children of Memphis good readers. Give children the ability to read well, and the library, when they have left school, gives them the opportunity to continue their education through life. For the library is the college to many; and to others it is a means of increased earning power. Books will be found here which will increase their efficiency—no matter in what line of work they are engaged.

Those who cannot come to the library are not forgotten. Collections of books are loaned to various institutions, such as the "Old Men's Home," the "Refuge Home" and other similar places. There are books at the street car barn and at some of the fire engine houses. Those books which are practically worn out, together with useless duplicate books and magazines, are sent to the hospitals and similar places.

Also, there is a collection of books in raised characters for the blind.

In general, it may be said that those who seek in-

formation on practical subjects will find it at the library; those who seek learning and culture will find here the writings of the master minds of all ages and countries. And those who are tired and worn out from their day's toil will find the lighter works of adventure and imagination, which will transport them from the worries and troubles of every day life to a land of fancy and enchantment.

## A PLEA FOR THE PERPETUAL BOOSTER.

"Laugh and the world laughs with you; weep and you weep alone," is a quotation which aptly expresses a most familiar characteristic of the genus human.

Most of us must of the time accept this truth and act accordingly in our private life. We all have our troubles and our closest skeletons, but we do not parade them in public. On the other hand we usually try to present a smiling front to our friends and acquaintances, and talk to them about pleasant things only.

Are we, therefore, any less honest and sincere in our intercourse with our fellowmen? Is it not ascribed unto us as a virtue to put our best foot foremost in conducting our individual affairs?

Everybody with good sense knows that the brave front always hides a lot of unpleasant experiences. This is understood without the saying.

Ought not the same rule to apply in discussing the industrial and commercial life of our community? In our relations to the community, as well as our individual relations, isn't it a good rule to say nothing at all about our city, especially to strangers, unless we can say something good?

In this view of the case it is entirely proper to boost always and knock never. Let the good things be continually talked and the dark side of the picture be turned perpetually to the wall. Everybody knows anyhow that there is a dark side to every city's life. It is just as well understood by sensible people without the saying, as the fact that every individual, however gay and optimistic he may appear to his associates, has his private sorrows.

There is no consistency in playing Mulberry Sellers when your own affairs are concerned and imitating Jeremiah in talking of your city.

A little reflection ought to show you that you can't derry your town without injuring your own business. If you have any substantial interest in the community you are rendering that interest less valuable every time you turn croaker. On the contrary, you are increasing the value of your own holdings every time you help boost the general interest.

Boost in seasons and out of seasons. There is none too much optimism in the world, even when all the boosters boost all the time. There is too much of the scowfellow the wicked and the tragic even though all the optimists work over time.

## The Actual Results

Accomplished by the Work of the Bureau of Publicity and Development of the B. M. C.

We set forth below a part of the report of the Industrial Traffic and Transportation Committee of the Publicity Bureau, giving the actual concrete results of the Bureau's work in the last few months.

It is a remarkably fine showing of what has been accomplished for Memphis by organized co-operative systematic work:

The manager's reports to this committee show that he called upon thirty-six industrial plants in the following cities:

Indianapolis, Ind.	Des Moines, Ia.
Albany, Ind.	St. Louis, Mo.
Peculiar, Ind.	Kansas City, Mo.
Marion, Ind.	Watroon, Ia.
Detroit, Mich.	Madison, Wis.
Buffalo, N. Y.	Beloit, Wis.
Chicago, Ill.	Rockford, Ill.
Racine, Wis.	Little Rock, Ark.
LaPorte, Ind.	Florence, Ala.
Michigan City, Ind.	Cleveland, Tenn.

As direct result of the work of this bureau and its publicity campaign with the "follow up" work done by the committee on industrial, traffic and transportation, there have been secured for Memphis the following industrial plants:

International Sugar	Virginia Bridge and
Feed Co.	Iron Co.
U. S. Boulding Co.	Moeman Lumber Co.
J. B. Watkins Medicine	McCull Insulator Co.
Co.	J. M. Teholm Elevator
Most Store and Elevator	Co.
Co.	Louisville Soap Co.
L. K. Laursen Stair Co.	Odex Gas Engine Co.
Montague Coopers Co.	Marion Electric Fixture
Russell Uniform Store	Co.
Co.	West Tenn. Grain Co.

Virginia Bridge and Iron Company, with a number of other less important industries, was recently secured by the commission which this committee succeeded.

Besides the foregoing factories, there have been located here through the bureau's work the following:

### Business Houses.

Parham-Mathews Hat	St. Clair Automobile
Co.	and Supply Co.
The Cable Company.	Booth Fisheries.

### Distributing Warehouses.

Gulf Refining Co.	S. F. Bowser & Co.
A. L. Teale.	The Follansbee Co.

### Financial Institution.

Dixie Casualty and Surety Co.

### Development Company.

Rugby Land Co.

From our best information it is estimated that there have been brought to Memphis with these institutions as owners, managers, department heads and skilled laborers, 385 persons, besides the members of their families, while employment has been given to 855 other men.

A number of individuals have been induced to make their homes in Memphis as a result of our advertising, a great many of these were skilled laborers that reported to the bureau and through our suggestions and help were enabled in all cases to find satisfactory positions.

There are excellent prospects for securing the following industrial plants: two co-processor plants, two chair factories, one steel plant, one gas engine plant, one wire cloth mill, one wholesale millinery house, one paint and varnish house, one sewer pipe and drainage tile company, one other gas producing company, one saw manufacturing plant, one mill machinery company, three drug and chemical companies, two large distributing warehouses, one distillation plant, one gas plant.

When the committee satisfy themselves as to the earnestness of certain inquirers and as to their desirability, a number of invitations have been extended each party to visit Memphis at the expense of the bureau in order that they may make personal study of conditions here. On this basis there have been forty-three visits. The expense incident to their transportation and entertainment has been \$283.27.

Appropriation of \$2,400 out of the bureau's general fund was asked for and made to this committee.

The total expenditures to date have been \$1,043.86. In a number of instances where parties were considered as particularly desirable, extra efforts were regarded as necessary in order to interest them in Memphis. In such cases, special committees have been appointed at request of this committee by the chairman of the bureau to visit such parties. The results in all such cases have demonstrated the wisdom and more than justified the expense of using these special committees.

### Good Road Rallies.

This committee has taken an active interest in the good roads movement and feels that its work in this line has been of benefit.

It helped to promote Good Road Rallies in the important surrounding localities, and through its direct effort, took delegations of interested citizens of Memphis, amounting in various cases from 100 to 300 delegates, to rallies held at Brownsville, Rip-

ley, Somerville, Dyersburg, Tenn.; Forrest City, Stuttgart and Earle, Ark.

Besides the fact that this was a stimulus to the good roads movement, the committee had in mind, in working up these excursions, the establishment of closer commercial and social relationship between Memphis and those important towns through showing an interest in themselves and in their affairs.

### Packing House.

Efforts were made to establish a packing house. Every one of the large packing houses approached manifested great interest in the movement and practically each one of them declared their readiness to establish here when it could be shown that the supply of cattle and hogs was sufficient to maintain a large packing establishment. Finding that there was not a dependable supply, the committee undertook the work of encouraging crop diversification and live stock raising.

Directly through the efforts of this committee, who secured large attendance from the states of Tennessee, Mississippi and Arkansas, the Tri-State Swine Breeders' Association was organized. Arrangements were made for a sale of highly bred hogs. The first of these sales was purely experimental, but were so successful that others followed. During the past eight months seven large public sales of thoroughbred hogs have been held; each one more successful than the preceding ones. Besides these, there have been private sales of fine hogs for breeding purposes, running up in the hundreds of head, as a direct result of the movement inaugurated by this committee.

We now regard the establishment of a extensive packing house here as an early probability.

### Corn Clubs.

This committee first started the formation of corn clubs in Memphis, and in the nearby counties of the surrounding states. The public is familiar with the excellent results.

Boys in three counties whose fathers had considered twenty bushels of corn per acre as a good crop, produced more than 100 bushels of corn per acre on the same lands.

There is an enrollment in Shelby county and in Eastern Tennessee, Western Arkansas, Northwestern Mississippi of approximately 2,000 members. Indications are that the enrollment for the same section this year will be two to three times as great.

In submitting this report, we must express our thanks to the officers and other members of the bureau, as well as to many citizens, not members of the bureau, who have aided in our work, for earnest and whole-hearted co-operation which followed any suggestion or request of ours for help.

Nor can we say too much in commendation of the daily press for their generous efforts to make effective and give aid to our work. Respectfully,

F. N. FISHER, Chairman.

Assembly Room, Business Men's Club.



THE PROSPEROUS SOUTH.

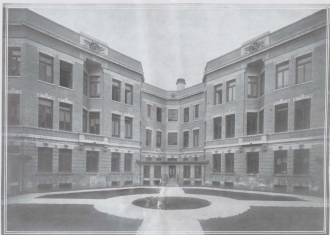
This country has been accumulating wealth as an extraordinary pace for fifteen years past, and the states which lie south of the Potomac and the Ohio have had at least their full share of the general prosperity. Common as this observation is, not many people comprehend the rapidly with which the wealth of the South is increasing.

Fifteen years ago the cotton crop was worth less than three hundred million dollars to the farmers of the South. This year, in spite of the boll-weevil, it will bring about nine hundred millions. Higher prices for cotton, increased acreage, and utilization of the entire product, seed as well as staple, have more than tripled the value of the crop.

The possibilities of corn culture are just dawning on the Southern farmer. In 1894 he raised one hundred and seventy-five million dollars' worth. This year his corn will sell for half a billion dollars. Moreover, the tobacco crop is worth twice what it was in 1894.

Still more remarkable is the increase in manufacturing. The obvious advantages of making cotton goods at the very source of the staple supply have resulted in the foundation of a great industry in the Piedmont region of the Carolinas and Georgia. Within fifteen years the value of manufactured cotton has increased from less than fifty millions to more than two hundred millions a year.

These are only a few, although perhaps the most considerable, of the Southern sources of wealth. Iron and steel, coal mining, market-gardening, sugar-growing—all these industries are flourishing year by year, building a new and widely based prosperity for the South. Few regions have in modern times been so completely protected by the rigors of war as were the Southern states forty-five years ago. No country, similarly circumstanced, has so quickly and substantially regained and redoubled in lost prosperity.—Youth's Companion.



### PLAN FOR NEW INDUSTRIES.

The following dispatch from Gadsden sets forth a plan which seems to be a most excellent method of providing funds to encourage the location of small industries:

Gadsden, Ala., Feb. 4.—At a special meeting of the Gadsden Business Men's Club a resolution was passed to raise \$150,000. Under the plan any industrial concern will be given 10 per cent of its capital stock. In other words, a concern with \$100,000 capital would receive \$10,000 in stock to Gadsden. Fifteen industries of this character could be located with the fund. The subscriptions will be made payable when an industry is located. A man who subscribes \$10,000 to the fund will be called upon to pay only \$66.66 when the industry has been in operation sixty days.

The plan is an entirely new one, and was devised by J. Stadler, a local furniture dealer. The notoriety gained by Gadsden in raising \$150,000 for the steel company has caused many other industries to seek locations here, and under the plan which has just been adopted they will know at once just what assistance will be given them.

Great enthusiasm is being shown by the business men of Gadsden, and the amount called for in the resolution passed probably will be raised within a very short time. Another meeting will be held on Monday night, when it is expected subscriptions will be taken. A committee will be appointed to care for the fund when it is collected.

Gadsden has a population of less than 11,000, therefore the raising of a fund of \$150,000 for the steel plant meant an average of \$15 for each man, woman and child in the town. This they have already paid, and are so well pleased with the investment that they are willing to put up \$15 more for every man, woman and child in the place.

On the same basis, Memphis could raise a fund of \$2,500,000. Indeed Memphis could raise the latter amount more easily than Gadsden could raise \$150,000, because there is more wealth in Memphis proportionately than in Gadsden.

But even if Memphis raised only \$150,000, which ought to be, on a population basis, fifteen times as easy as Gadsden can raise her proposed fund, Memphis could locate here fifteen small industries, which would soon grow into larger ones, and return to the people of Memphis directly and indirectly ten-fold the amount of money invested.

Indeed, it would be possible in many cases to get an industry by taking \$10,000 stock instead of giving it as a bonus; and, thus the subscriber could look forward to good dividends. Many concerns do not actually need local capital, but nearly all of them would like to have some local stockholders for the sake of their influence in the community, and as a proof that the local people had faith in local enterprises. In any event, it is well that Memphis look into the advisability of doing something along the line of the Gadsden plan.

Our advantages in most lines are more than sufficient to offset any bonuses offered by other cities, but if these advantages were supplemented with local capital we could double the inducements to manufacturers to locate their plants here.

## Building Activity Greatest in City's History

(Prepared by the "Business Bulletin")

The amount of building construction for Memphis just started, and announced to begin within approximately twelve months, is far in excess of any previous record in the history of the city. In this list of proposed structures, no minor work is included, and it is believed a large volume of residence and small miscellaneous building is being planned much of it being now in the architects' offices.

Among the larger structures recently started are: Building for the Jao. R. Watkins Medical Company, 6-stories reinforced concrete, Kentucky and Iowa Aves., cost \$400,000.

Loft building for the Jefferson Building Co., 163 Jefferson Ave., near Third St., 12-stories, 24 rooms, reinforced concrete, cost about \$150,000.

Three-story flat building on Bellevue near Madison, for J. W. Bell, \$80,000.

Shop building for Central High School, brick and fireproof construction to cost about \$50,000. Contract practically awarded.

Four-story warehouse, reinforced concrete, for D. Canale, bids opened but award of contract delayed pending negotiations for satisfactory switching facilities.

Central Police Station to cost \$260,000, contract awarded last fall and wrecking of old building now under way.

Plans for the following work are now being drawn by architects, and in some instances are about ready to be estimated:

Memphis Athletic Club building, 5-stories to be built for club house and dormitories and modern in every particular, proposed site on Madison Ave., near Third St., estimated cost \$250,000.

St. Catherine Industrial School for girls to be erected at Raleigh. Plans being made and call for three brick buildings to cost \$80,000.

New home for the Country Club. Plans about completed. Estimated cost \$75,000.

Plans being drawn for new building for St. Luke's Episcopal church to cost about \$45,000.

Plans for Young Men's Institute home to be made as soon as site is selected. Fund of \$20,000 raised for building.

Plans completed for 6-story and basement building for the Wm. R. Moore Dry Goods Co., 143 1-2x145 1-2 ft. at Monroe Ave., Third St.

The following work has been announced for construction, and it is understood plans are now being prepared for the greater part if not all of the items named.

Twenty-story Bank and office building for the Commercial Trust and Savings Bank, for which site has been purchased on the northeast corner of Main St., and Union Ave.

Two-story addition to the Ellis Club building on West Jefferson, to cost about \$40,000.

Addition to the Goodwyn Institute building to cost \$100,000.

Home for the Knights of Pythias, to cost about \$75,000, for which site has been purchased.

It is reported that another eight or ten story building 148 ft. square, will be located on Monroe Ave., by a manufacturing concern whose name is withheld from publication.

The State National Bank announce that by the time the present leases expire, of tenants in their building at the southeast corner of Main St., and Madison Ave., which will be within a year, they will have plans ready for a skyscraper on this most valuable corner of the city.

Plans are being prepared for a large sanatorium building on Linden Ave., for the Linden Natatorium Co.

The Methodist denomination of Memphis territory have organized a hospital association to erect a \$250,000 hospital in Memphis, construction to begin when \$75,000 has been subscribed.

The City School Board requests a bond issue of \$500,000, and the County board of \$250,000 for improvements.

The fire department recommended the building of three new fire engine houses to cost \$75,000 to be located at Jackson and Deatur, College and McLemore and Watkins and Madison.

An effort is being made to locate a negro industrial school in Memphis.

The bond issue of Memphis for payment of the city's pledge toward cost of the West Tenn. State Normal, has been approved and the buildings which have been under contract the past six months, will be erected without further delay. They will cost approximately \$500,000.

There has been a marked increase in the number of building permits for smaller work since the first of the year, and the prospects are bright for the largest volume of building operations for 1911 ever seen in this section.

### JANUARY STAMP SALES.

The stamp sales of the Memphis postoffice continue to increase from month to month, as shown by the January receipts. The figures indicate that revenue from this source last month amounted to \$28,016.88, as compared with \$31,278.02 for the same month a year ago, indicating an increase of \$6,738.21, or 13 per cent.

The steady increase in stamp receipts in Memphis is attributed by local postoffice officials to the increasing importance of the city as a jobbing and mail order center.

## Memphis District vs. Oregon.

From a Man Who Has Made a Personal Comparison and Knows Whereof He Speaks

The following letter from a man who has made a thorough investigation of the Northwest emphasizes in a most practical and conclusive way our oft-repeated contention that we have right at our doors the finest opportunities in the world for investment, and that our people are very foolish to leave them and go to far distant points, chasing mere rainbows that vanish into thin air upon investigation.

## Editor: South Today:

I wish to thank you, and the good members of the Bureau of Publicity and Business Men's Club, for the attention given my letter of inquiry some months ago.

I have received some copies of The South Today, and other matter describing Memphis and the South, all of which I am endeavoring to put to good use. And since I am a property owner in the great Mississippi Valley, and am acquainted with Memphis and some of its business men, I can truthfully say that all of this literature is, to the best of my knowledge, a true representation of every topic mentioned, and in most instances a fair one, instead of an over-estimate of the opportunities there.

I have thought perhaps it would be of interest to the gentlemen who are so diligently working for Memphis and the whole South, to know a few facts concerning the development of this country, and the prospects of those who are located in this city.

[illegible]

## All Wanted to Sell

[illegible]

### The Various Industries

In Washington, Yam Hill, Polk, Marion, and in fact all the valley counties along the Willamette river, there are large wheat, hay and sheep ranches, that I believe are paying good returns. There are also many hop farms, prune farms and some apple orchards that are paying a dividend to the peasant owners. But in seventy-five cases out of a hundred, they will not pay a return of 4 per cent on the price being asked by the owners, and in my opinion, this is probably true in a foot. It costs from \$15.00

[illegible]

110¢ per acre you put the stump, timber and burned-over land in cultivation. This is due to the fact that the big log, sugar pine and cedar stumps never rot and are a big expense. Farm labor is scarce, very undesirable, and at the same time very costly, being made up almost entirely of Mexicans. The cattle and horses are not doing much more than they can't raise than the farmers are raising. Most of the Guadalupe mountains, oaks and alfalfa do not grow here. As a result, and owing to the long, wet winters, and very dry summers, log and cattle raising is not profitable. A big right here is the fact that the weather is very variable. It is almost certain to snow in winter, and the land is underlaid mostly with sand, gravel or rock, and is soon too dry to produce much grain. The weather is very variable. It is almost certain to have a rainfall in winter this whole country west of the mountains would be a waste, as because of the water in the mountains. The timber is mostly oak, and in 1915 there was a big fire there. There is no more delightful climate to be found. As there are very few Mexicans here, and the country is very barren. So, finally, they say they can live comfortably, on climate and scenery, and who don't care to make money. So, if you want to live here, and if you are tired of battles, you can live here. It is a little easier to live here, if you will say come to Oregon. But if you are a more industrious, energetic, and hard worker, and want to make money, you will love it. You will love it. Put your money in Mississippi river valley, and get it out.

E. E. McLENDON,  
1040 Francis Avenue, Portland, Oregon

Our Southern Delta lands are being sold most largely to the farmers of the Northern Middle West states, who know best what such lands are worth. The St. Francis Basin, for instance, is now just in very much the same condition of the river lands of Illinois and Indiana just before the war. Those lands are now worth from \$150 to \$300 an acre. Such lands can now be bought in the woods in Arkansas as low as \$15 an acre. No wonder Illinois and Indiana people are the chief buyers of the Delta lands. Our own people are beginning to awaken to their opportunities, however, at last. It is not too soon.



## NEW \$1,000,000 DEPOT

President Markham of the I. C. railroad promises that his road will begin the erection this spring of a new Depot to cost \$1,000,000 and to occupy the site of the present Union Depot at Main and Calhoun. It is said that the roads not already provided for in the new depot in process of erection at Calhoun and Rayburn, will rent from the I. C., as the two depots will be only two blocks apart they will be almost equivalent to one Union depot for all the roads.

When the two are completed Memphis will be perfectly equipped with every public utility of the most thoroughly modern character.

ODEE GAS ENGINE COMPANY LOCATED

Plans have been completed whereby the Odessa Gas Engine company, of Beloit, Wis., will move to Memphis. This will be the first plant of the kind in Memphis, and one of the first in the South. A site will be secured as soon as possible, the company will be reorganized, and the capital stock increased. It is understood that the present company is capitalized at about \$100,000. The decision of the company to locate in Memphis was reached after a three months' investigation here and throughout the surrounding territory.

## AS OTHERS SEE US

The following letter was received from an official of the Twin City Rapid Transit company, of Minneapolis:

"I have read your letter, together with other data, and The South Today, for which I wish to thank you. I must say that these charts are very interesting, indeed. Your club is to be congratulated on the brilliant advertising campaign which you are conducting. I am sure you will get results, for I have heard more talk of Memphis during the past year than during a dozen years previous thereto."

## STATE AID ROAD LAW.

Gov. Hooper, of Tennessee, and Gov. Donaghy, of Arkansas are right in urging state aid to good roads under certain conditions.

It is proposed to distribute the state fund to the counties in proportion to the amount which each of the latter provide for themselves.

The more each county does for itself the more aid it will get from the state. It is easy to see how stimulating must be the effect on the action of the counties in the matter of good highways.

This state aid will not all come, however, in the shape of money. It is proposed to utilize the convicts in large measure for this purpose. One plan is to have about a half dozen stockades in the state where the convicts may be employed in crushing stone for the roads, to be furnished the counties on some proportional basis. In this way the convicts can be taken out of competition with free labor and be utilized to the utmost advantage.

To have the long time convicts actually grade the roads is impractical, because of the risk and expense of guarding them. They can be used in the permanent rock crushing plants suggested. The short term county convicts of each county, however, might be utilized in the grading, where there are enough of them. The proposed plan is in operation in Illinois, where it is working with fine success. The railroads in that state make a merely nominal charge for the delivery of the crushed stone, and doubtless the same concession would be made by the railroads of Tennessee.

The state would also furnish the county with experienced engineers to do the surveying and to instruct the local authorities how to do the work in the most efficient and economical way. In some cases doubtless the state would furnish practical, experienced men to actually superintend the road building. The effect would not only be to save time and money to the counties, but to insure the standardization of the thoroughfares. Another good feature would be that the state could insure co-operation and continuity of highways through a number of different counties.

For instance, Shelby county, in which Memphis is located, has a splendid system of macadamized roads, the most extensive, it is claimed, of any county in the United States, and Madison county, to the east of us, has also a good road system. Between the two, however, lies Haywood, that has no such system. In getting from Shelby to Madison by private conveyance there is a gap of perhaps thirty-five miles, where there is no macadamized roadway.

If the proposed law were in effect the state could no doubt make an arrangement with Haywood county whereby the two could combine and fill in the gap, with a fine thoroughfare. This plan might be extended from county to county until it would be easy to travel across the state from border to border.



Barber Shop, Business Men's Club

in almost any direction, upon a smooth, permanent roadbed.

The indications are that the Memphis-to-Bristol highway will be finished during the present year, whether the general state road law proposed is enacted or not, but that great diagonal way across the state ought to be but the beginning of a system that would grid-iron Tennessee in every county. The state aid law will insure this consummation so devoutly to be wished, and ought, therefore, to be pressed without delay.

## TWO NEW BANKS STARTING.

Two new banks are to be put into operation shortly. Charters of incorporation have been secured for the American Trust Company and the State Investment Company. The former will have an authorized capital of \$500,000, and the latter will begin business with a capital of \$25,000.

The application for charter of the American Trust Company was signed by J. W. Sims, who is from St. Louis; E. L. Hendry, president of the All-Day-and-Night bank, and recently from Kansas City; M. N. Johnston, a Memphis architect; J. H. Brooks, a Memphis lumberman, and E. R. Odle, attorney for the company, in the order named.

The incorporators of the State Investment Company are: Peter G. Grant, Alton Boyd, W. P. Halliday, J. W. Reed and Guy Long.

For private reasons, one great wholesale dry goods house here went into liquidation, but another house of the same character has increased its trade until it will this year do more business than both concerns did before. It makes little difference to Memphis as a city whether the business is done by one or two houses. The material thing is that the volume of trade is not lessened. As a matter of fact it has been greatly increased, because a number of smaller houses besides the big one above mentioned, have secured part of the trade of the liquidated firm.

## The South's Industrial Advancement.

Individual deposits in national banks from \$64,731,249 to \$508,546,000, equal to 182 per cent.

Deposits in State savings and private banks from \$83,444,000 to \$621,732,437, or 648 per cent.

Lumber cut from 3,410,294,000 feet to 16,161,000, 000 feet, equal to 373 per cent.

Active loans in cotton mills from 14,323 to 221,569, equal to 1,446 per cent.

Another notable feature connected with this phenomenal growth is the fact that the rate of progress has been constantly increasing, the last decade having been productive of greater expansion than any other period. There is every indication, moreover, that this development will be still further accelerated in the next ten years. The wonderful resources of this section are just now becoming properly known to the outside world. This increased enlightenment is due to a number of causes, but one of the most potent lies in the fact that all the free lands in the West have been taken up, and that lands have become extravagantly high in that section, and competition much fiercer than in the South.

The movement to the South is now the line of least resistance, and this, if no other reason existed, would account for the tremendous movement of population and capital to the South in the last three or four years. While land is selling at from \$150.00 to \$250.00 an acre in Ohio and Illinois, for instance, equally as good or better soil can be bought in the South for one-tenth of that amount.

Up to this time the South has had very little foreign immigration, and her people are more purely of the original American stock than any other people in the country. The immigration that is coming now is composed largely of the best element of the Northern States, who are seeking cheaper lands and wider opportunities for expansion. For this reason the homogeneity of the population is not being seriously disturbed, it is, and will continue, the highest character of citizenry to be found in the United States.

The prospect of the early opening of the Panama Canal has contributed to the increased movement toward the South; it is having an especially marked effect upon the lower Mississippi valley; it is doing much to build up the cities of this section, and to make land investments attractive. Far-sighted men are seeing that with the increased commerce and travel along the lower valley, which will be caused by the opening up of the canal, this section of the country is going to become in a few years one of the most populous and most wealthy countries in the world.

Those who first awake to these opportunities and take advantage of them are those who will reap the greatest harvest.

No similar extent of territory in the world is equal to the Southern States of the American Union in the richness and variety of their natural resources.

Stretching from Northern Virginia to Southern Florida and Southwestern Texas, it has every variety of soil and climate known to the temperate zone. A very large part of this area is taken up by mountains, hills and plateaus which have climate and products very much like the Northern States. It has an immense stretch of sea coast, and more navigable rivers, by far, than any other part of the country. The soil is generally fertile, with the exception of piney lands occupying a belt along the coast. Its mineral wealth is unsurpassed.

For various reasons, not appropriate here to discuss, the South until recent years has been handicapped in the industrial progress of the nation. Since 1880, however, many of the obstacles in her way have been overcome, and today there is no part of the nation that is making more rapid progress along industrial and commercial lines. The figures given below will furnish some conception of how great and how rapid has been this progress from 1880 to this time.

Value of property has increased from \$7,055,000,000 to \$21,000,000,000, equal to 182 per cent.

Active spindles in cotton mills from 667,754 to 10,650,000, or 1,494 per cent.

Cotton used by the mills from 108,694,000 pounds to 1,236,000,000, equal to 1,037 per cent.

Pig iron from 397,201 tons to 2,226,792 tons, or 483 per cent.

Coke from 372,436 tons to 6,453,617 tons, equal to 1,582 per cent.

Value of lumber products from \$39,000,000 to \$290,000,000, equal to 641 per cent.

Value of farms from \$600,000,000 to \$2,550,000,000, equal to 286 per cent.

Value of the cotton crop from \$312,303,000 to \$750,000,000, not including the seed, equal to 140 per cent.

Value of mineral products from \$13,817,000 to \$236,211,000, or 1,566 per cent.

Coal mined from 6,000,000 tons to 82,000,000 tons, equal to 1,271 per cent.

Iron ore mined from 842,454 tons to 5,540,887 tons, equal to 557 per cent.

Petroleum produced from 179,000 barrels to 28,292,537 barrels, equal to 15,083 per cent.

Phosphate marketed from 190,763 tons to 2,373,000 tons, equal to 1,143 per cent.

Aggregate length of railroads from 20,612 miles to 67,860 miles, equal to 228 per cent.

Capital in national banks from \$46,088,000 to \$121,561,000, equal to 260 per cent.

Expenditure for common schools from \$9,795,000 to \$44,000,000, or 349 per cent.



FOREST PARK

## MEMPHIS IN BRIEF

The following are some of the facts upon which Memphis lays her claim to being the greatest city in the South to dwell in and do well in:

The taxable wealth of the city has doubled in the last six years.

Memphis has, among a multitude of other advantages: Eleven trunk line railroads, operating seventeen distinct lines in and out of the city.

The Mississippi river, equal to a thousand railroads.

The only bridge crossing the Mississippi below the mouth of the Ohio river.

The lowest freight rates of any city in the Mississippi Valley.

Switching charges of only \$2 a car fixed for all time by municipal ordinances.

Three belt lines with interchange switching, municipally controlled, and affording unexcelled service to factories and industrial sites.

The best distributing facilities of any city of the South or West.

Greatest advantages not only for factories, but for storage and distributing warehouses, unexcelled, therefore, for distributing agencies of all kinds.

Over five hundred manufacturing establishments. Ideal labor, readiness and ample labor supply, both white and colored.

The greatest inland cotton market in the world, handling 1,096,609 bales annually.

Most advantageous point for cotton manufacturing because of the unequalled supply of raw material and distributing facilities.

Advantage of \$5.26 a bale over New England in saving of freight rates alone on cotton.

Largest hard wood lumber market in the world, handling about 1,096,609,000 feet of lumber and logs per year.

Center of the hard wood interests of the United States according to government authority.

The greatest producer of cotton seed products in the world.

Unsurpassed as a meat packing center. Has three stock yards and one local parking house. Wins others.

Building increase of 40 per cent in 1910.

Twenty-seven banks and trust companies with resources of \$15,980,000.

Finest eastern horse in the South and United States port of entry.

The house of one hundred and seventy-five automobiles. The third largest grocery jobbing market in the United States.

Surrounded by the richest and one of the most rapidly developing territories in the nation.

Splendid system of parks and parkways. Parks and parkways containing nearly 3,300 acres and the parkway being eleven and one-half miles long and from 140 to 160 feet wide. Nearly one million dollars additional spent on parks in 1909 and 1910.

One hundred and sixty miles of highly improved streets, and two million dollars to be expended in further improvements in the next two years.

More than 600 miles of standard turnpikes, besides 600 miles of perfectly graded highways not macadamized. More miles than any county in the United States. Electric street railway 120 miles.

Largest and most complete zoological gardens in the South, containing 530 different animals.

Greatest artesian water system in the United States. A most equable and enjoyable climate.

Death rate only 5.63 per thousand among white residents, being third among American cities in this respect.

Best sewerage system in the world, being a model for the greatest capitals of Europe.

The most beautiful public building in America. One hundred and fifty-seven churches.

Five regular theaters, sixteen popular theaters and one park theater.

Twenty-three colleges and seminaries, six business colleges, two medical colleges, ten hospitals, three public libraries and superb system of public schools. New industrial high school and State Normal College being built at a cost of \$3,600,000.